

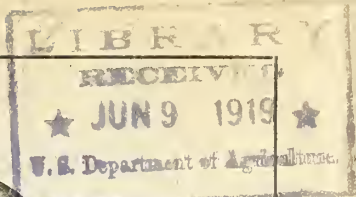
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62.57

New varieties



Transformation

Nature creates no duplicates. My newest creations consist in complex hybrids.

In late years I have been greatly interested in experimental work on my Experiment Farm here in Athenia.

During the past eight years I have been hybridizing strawberry plants on an expansive scale and have grown and fruited strawberry seedlings to the number of thirty thousand hybrid plants.

Among these there have appeared eighty-four varieties which surpass all other existing kinds in quality.

My newest development is the result of hybridizing stock that had among its forbears many well-known varieties that I had for years produced on my experiment farm.

You will find here ancestry dating back thousands of years. However much these plants may resemble one another, their production bears witness to the fact that they have within them entirely dissimilar strains of heredity.

It often happens that a plant will develop long-forgotten tendencies, which, when they appear, suddenly transform the plant into one of extraordinary productiveness.

Urging nature to the creation of new varieties can and does produce, through cross-breeding, an infinite number of new combinations. By growing plants from seed we are assured of an exact reproduction of their forbears; their good qualities come to light and all of their improvements and retrogressions are set before us. In this same way I am able to show you today on my Experiment Farm examples of this fact, a mute proof of and testimonial to the forward march of adaptation.

1913

The year 1913 will without doubt go on record as the year of birth on my farm of a new race of hybrid strawberry plants.

In view of the fact that out of thirty thousand plants there are no two plants exactly alike or that bear the same kind of fruit, I will show on June 14th the most remarkable collection of the different varieties of strawberry plants with their peculiarities of form and interbreeding ever exhibited in the world. At that time I also intend to give an interesting narrative concerning this new race of plants, and to tell in detail the history of my new hybrids.

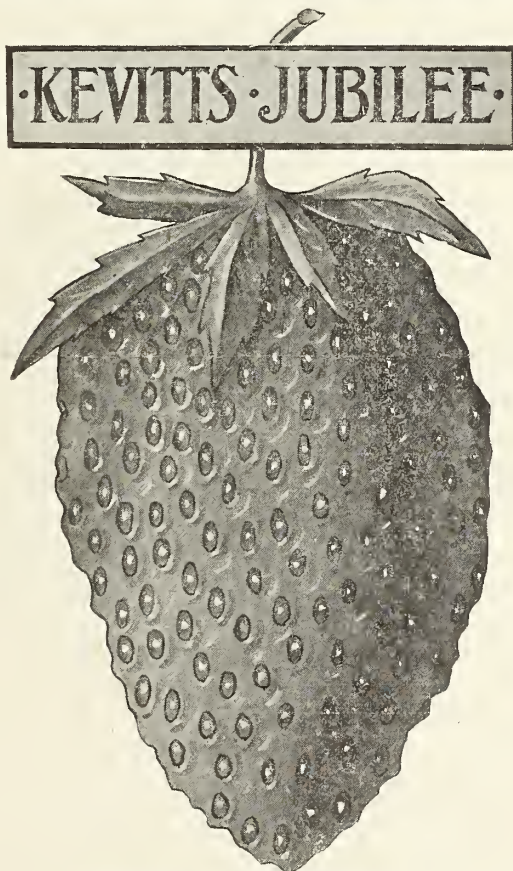


This photograph, taken on my Experiment Farm in 1914, shows a field of my hybrids yielding its first crop. The illustration shows that each seed was given an opportunity to mature, but of this group of plants only a small proportion was selected as fit to generate new plants.

Kevitt's Jubilee Perfect Flowering Plants

During the season of 1918 these new hybrids were fruited in matted rows on a large scale, and showed phenomenal development. The plants are vigorous and healthy, and very similar in their ruggedness to wild strawberries, the berries being a dark lustrous red and the leaves very thick and dark green in color. The plant sends out strong fruit stems, which enable it to produce clusters of large berries well away from the ground. In general appearance the plants are not unlike those of the famous Marshall breed.

Kevitt's JUBILEE will be offered during July, August, September and October of the present season. Pot grown plants set out at any time this season will yield a full area of luscious strawberries next spring.



12 plants	\$2.50
25 “	4.50
50 “	8.00
100 “	15.00

12, 25 and 50 Plants by Mail Prepaid

25	plants for	\$3.00
50	" "	5.50
100	" "	10.00



(Athenia is only 17 miles from New York City. To reach it take an Erie or D. L. & W. train. The farm is ten minutes' walk from the station.)